



Yesway Partners with Operation Homefront Again in 2025 in Honor of Military Appreciation Month

May 1, 2025

FORT WORTH, Texas, May 1, 2025 /PRNewswire/ -- [Yesway](#), one of the nation's leading convenience store operators, is proud to reaffirm its steadfast support for America's military service members, veterans, and first responders with a donation of \$100,000 to [Operation Homefront](#) in celebration of Military Appreciation Month.

Throughout May, customers at Yesway and Allsup's locations are invited to join this important initiative by supporting Operation Homefront through in-store purchases or Smile Rewards donations. The campaign will be active across Yesway's 443 stores located in Texas, New Mexico, South Dakota, Iowa, Kansas, Missouri, Wyoming, Oklahoma, and Nebraska.

For every purchase of a BODYARMOR 28-ounce sports drink, 1-liter sports water, or any Yesway or Allsup's private-label salty snack, Yesway will donate fifteen cents (\$0.15) to Operation Homefront. In addition, Yesway and Allsup's Rewards members can contribute by redeeming Smiles (loyalty points) via Yesway and Allsup's Rewards mobile apps.

"Yesway is honored to support Operation Homefront's vital mission of strengthening America's military families — those who have sacrificed so much for our nation's freedom," said Tom Trkla, Chairman, President, and CEO of Yesway. "Military Appreciation Month holds special meaning for all of us at Yesway. Our commitment extends not only to our customers who are serving or have served, but also to the many veterans who live in the communities we serve and work within our corporate and store teams."

Operation Homefront is a nationally recognized 501(c)(3) nonprofit organization dedicated to building strong, stable, and secure military families so they can thrive — not just struggle to get by — in the communities they have worked so hard to protect. Since 2002, Operation Homefront has provided critical relief and recurring family support programs to help military families overcome short-term difficulties and avoid long-term hardships.

In addition, as part of Yesway's ongoing commitment to support community heroes, and aligned with the start of Military Appreciation Month, the company is expanding its "Free Fountain Drink for First Responders" program to include all National Guard members*.

Beginning May 1, 2025, National Guard members will join police officers, fire fighters, EMS Paramedics, doctors, and nurses in uniform in qualifying to redeem a free 32-ounce fountain beverage at all Yesway and Allsup's store locations.

**Must be active duty in uniform*

Editor's Note - To arrange interviews, please contact Erin Vadala, Warner Communications, at (617) 669-1560 or erin@warnerpr.com. High-resolution images and graphics are available upon request.

About Yesway - Yesway is one of the fastest-growing convenience store operators in the United States. Founded in 2015 and headquartered in Fort Worth, Texas, Yesway operates 443 stores across Texas, New Mexico, South Dakota, Iowa, Kansas, Missouri, Wyoming, Oklahoma, and Nebraska, primarily under the Yesway and Allsup's brands. The company is renowned for its leading foodservice offerings, including Allsup's world-famous deep-fried burrito, as well as high-quality grocery items and private-label products. Serving as a vital retail destination in rural and suburban markets, Yesway has been recognized with



During Military Appreciation Month 2025, Yesway will donate fifteen cents (\$0.15) to Operation Homefront for every purchase of a BODYARMOR 28-ounce sports drink, 1-liter sports water, or any Yesway or Allsup's private-label salty snack.



As part of Yesway's ongoing commitment to support community heroes, and aligned with the start of Military Appreciation Month, Yesway is expanding

numerous industry awards for its growth strategy, leadership team, loyalty programs, and employee excellence. For more information, visit www.Yesway.com.

SOURCE Yesway

its "Free Fountain Drink for First Responders" program to include all active duty in uniform National Guard members.